



PATENT  
0740-1003P

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IN THE U.S. PATENT AND TRADEMARK OFFICE

Applicant: Peter M. Black et al. Conf.: 9663  
Appl. No.: 09/738,471 Group: 3627  
Filed: December 15, 2000 Examiner: FRANCIS J. BARTUSKA  
For: TARGETED E-COMMERCE SYSTEM

REPLY UNDER 37 C.F.R. § 1.111

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

July 16, 2003

Sir:

In reply to the Office Action dated April 16, 2003, the following amendments and remarks are respectfully submitted in connection with the above-identified application.

This reply includes:

Amendments to the Specification;

Claim Set as Amended;

Remarks; and

One (1) sheet of drawings.

The amendments presented herein comply with the "Revised Amendment Format" as set forth in the Official Gazette Notice dated February 25, 2003. In accordance with the Notice, the provisions of 37 C.F.R. § 1.121(a)-(d) are waived.

**RECEIVED**  
JUL 22 2003  
**GROUP 3600**